

ABSTRACT OF THE DISCLOSURE

In on-demand distribution, suitable image information corresponding to a receiver terminal and a distribution line is distributed and, even when a user uses a plurality of receiver terminals, distribution can be interrupted and resumed. By selecting and/or processing resolution information, advertisement image information, text information, and reproduction time information of the received image information based on information relating to a receiver terminal and information relating to a distribution line provided separately, an image distribution apparatus distributes suitable image information corresponding to the receiver terminal and distribution line. When the distribution was interrupted, the apparatus stores a break point at which the distribution was interrupted for each user. When distribution of programs is carried out according to priorities thereof, if the program already distributed after the interruption and before the resumption has newly-received contents, then the apparatus reconstructs the programs to be distributed, including the program having the newly-received contents.